

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #509977

Mr. F. Stewart

H. FOURTUNIS DBA A-W

JUNE: DORAL B1G1F / PROMOTION #800432

Dear Fred:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **15** skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	1
Ult Light 100	12300-25363	1

DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS **30** WHITE CARTONS.

EACH WHITE CARTON CONTAINS **5** PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS **4** WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

May 18, 1998

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE :

0.4955

SKU WT (w/o Product):

1.1000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$140.11

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51855 9767

-2-
B1G1F
H. FOURTUNIS DBA A-W

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*
LIST.

DISPLAY LOAD:

*4 CARTONS; TWO CARTONS EACH STYLE:
DORAL MEN LT 100 / DORAL ULT LT 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis.
This equates to **\$9.80 (2 (6M) case(s) @ \$4.90)**. Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162309

L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

JNB1432.DOC

51855 9768

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 5

DATE: 98-04-29

TIME: 10:59 AM

WHOLESALE : 509977 HARRY FORTUNIS, INC. <DIRECT>
TEMPLATE : 800432 80600 DOR JUN B1G1F
TEMPLATE SEQ : 0909
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
122206	122224	248288	AQUEDUCT RD.. INC.	190 AQUEDUCT RD	WHITE PLAINS	NY	10606	1				(914) 682-9404
122206	122224	179404	PLEASANT BRIAR SVC	1168 PLEASANTVILL	BRIARCLIFF MNR	NY	10510	1				(914) 762-8418
162308	162329	130749	CHANNINGVILLE DELI	23 CHANNINGVILLE	WAPPINGERS FAL	NY	12590	2				(914) 297-1232
162308	162329	562452	SIXTY SOUTH AVE. IN	DBA VILLAGE SERVI	WAPPINGERS FLS	NY	12590	1				(914) 297-1414
162309	162329	696105	DELTA MOTORS	35 SMADBELU AVENU	CARMEL	NY	10512	1				(914) 228-1660
162309	162330	179371	MINI MARKET	501 HIGHLAND AVE	PEEKSKILL	NY	10566	2				(914) 737-2221
162309	162330	179408	DA ROSE CORNER STOR	102 ALBANY POST R	BUCHANAN	NY	10511	2				(214) 739-6991
162309	162330	480979	BAISLEYS & MARAZINO	800 HUDSON AVE	PEEKSKILL	NY	10566	1	NYS			(914) 737-1300

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 11

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 11

51855 9769

Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the Buy 1 Get 1 Free Promotion.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

POS Card/ Alternate Header

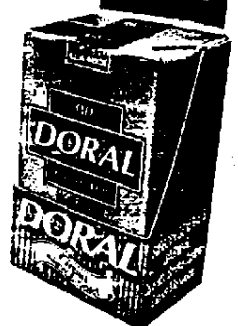


Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

Details -

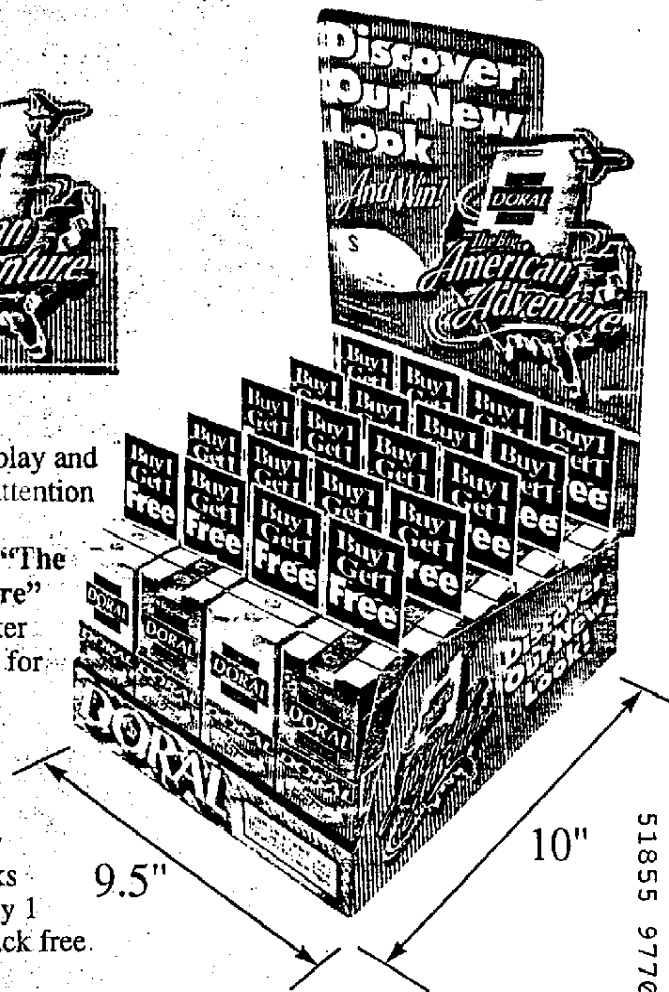
- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free.

**Buy 1
Get 1
Free**



2-Pack Sleeve

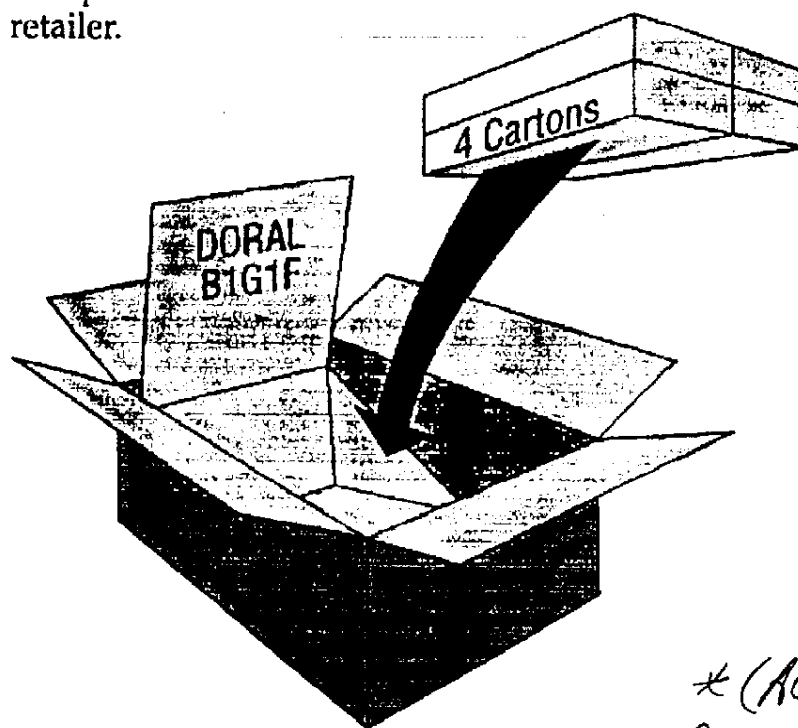
Counter Display



SWEEPSTAKES VOID IN MA, MI, AND VA,
AND WHERE PROHIBITED BY LAW.

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS 2ND QTR. '98****June DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* (Accts w/15 or less)
Ensure Brand Mix
if only 2 styles
are shipped

Item: # 541865

Promotion Reporting Description: DOR JUN B1G1F

Brand Style	MEN LT 100	ULT LT 100	FF BOX 100	Lt BOX 100		
Number of Cartons	1	1	1	1		

51855 9771